

Community Committees  
Tourism Development Advisory Committee (TDAC)

Mission:

The mission of the Tourism Development Advisory Committee (TDAC) is to support the Galveston Park Board of Trustees (GPBT) on issues related to marketing Galveston and its amenities, to promoting Galveston as a recreational and convention destination, to providing appropriate facilities and services for visitors.

Role:

The TDAC takes direction from the GPBT, and annual work plans authorized by the GPBT and provides recommendations and insight to the GPBT on issues related to tourism marketing, promotions, services and sales. TDAC's meetings, recommendations and reports are open to the public, with all written recommendation and findings sent to the GPBT for consideration by the GPBT.

Goals:

The TDAC's annual goals include, but are not limited to, the following:

- a. Project the revenue to be generating annually by the Hotel Occupancy Tax;
- b. Recommend approval/ denial for special events allocations through the Incubator Fund;
- c. Provide feedback on new marketing initiatives and marketing materials;
- d. Serve as a communications channel to disseminate information, encourage implementation and/ or participation in CVB sponsored programs for marketing, advertising, services, and product development;
- e. Recommend advocacy and outreach initiatives related to TDAC's mission;
- f. Monitor trends in bookings, public relations, marketing, economic impact and other metrics in order to make recommendations to enhance Galveston's tourism industry; and
- g. Review and recommend new initiatives to support the tourism industry.

## Tourism Development 2022-2023 Workplan

Quarter 1		
<i>October</i>	<i>November</i>	<i>December</i>
Discuss and Consider TD 2022/2023 Plan of Work and Action Plan	Committee Luncheon (off-site)  Present Island Holiday Activities, Activations and associated Media Plan	No Meeting
Quarter 2		
<i>January</i>	<i>February</i>	<i>March</i>
No Meeting	Present Annual Report for the Institution  Present Tourism Summit Program and Registration Details	Present Spring/Summer Island Soul  Nominate and Select Industry Partner of the Year (announced at Tourism Summit)  Annual Beach Parks Update  Present Juneteenth, and July 4th Plans and Activations
Quarter 3		
<i>April</i>	<i>May</i>	<i>June</i>
No Meeting	Report Mid Year Sales and Earned Media Results  Present Annual Beach Patrol Update  Present Annual Hurricane Plan	Discuss & Recommend FY2021/22 HOT values (Recommend Value of the Penny)  Present Annual Tourism Economic Impact Report  Present Annual Updates on Coastal Zone Management and Projects
Quarter 4		
<i>July</i>	<i>August</i>	<i>September</i>
No Meeting	Discuss & Consider 2022/23 Recommended Tourism Development budgets for Board Approval	Present Paid Media Annual Results and upcoming FY Paid Media Plan  Present Fall/Winter Island Soul

On-going agenda items:

Receive and review monthly Executive Summary Reports